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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 31 titles deal with a variety of topics, including the following: (1) the rhetoric of confrontation in Northern Ireland; (2) rhetorical arguments in public health regulations; (3) epideictic discourse in the founding of the Tennessee Valley Authority; (4) a rhetorical biography of Robert M. La Follette, Sr.; (5) an Afrocentric view of the rhetoric of Dick Gregory; (6) the ethnorhetoric of witnessing and heckling; (7) the ethics of rhetoric and the rhetoric of ethics in the abortion controversy; (8) women's speech in the Pentecostal religious service; (9) the rhetorical visions of obese women; and (10) rhetoric and dialectic in ancient and modern contexts. (MM)

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A CRITICAL ANALYSIS OF THE RHETORIC OF CONFRONTATION IN NORTHERN IRELAND FROM 1968 TO 1971 Order No. DA8306847

APPLE, CHARLES GARY, PH.D. *Wayne State University*, 1982. 277pp. Adviser: George Ziegelmueller

This dissertation examines the genre of confrontational rhetoric in Northern Ireland from 1968 to 1971. Generic studies help critics to identify recurring patterns with rhetoric associated with violent confrontational situations. Rhetoric is defined as the process by which collectivities seek to affect the perceptions of target audiences and thereby to change their thinking, feeling, and/or acting. The means of affecting audiences are public communication acts of a verbal or nonverbal nature.

This study examines the rhetorical functions of the Catholic, Protestant, and Institutional collectivities in Northern Ireland. The focus of the examination is on the initiation of and the reaction to confrontational actions on a macroscopic level. Stormont, the institutional collectivity, is examined in terms of managerial rhetoric. The Catholic collectivity is viewed from Scott and Smith's perspective of the "have nots." The Protestant collectivity is viewed as the "haves."[1]

Several conclusions are cited. In terms of the conflict, the symbols of Northern Ireland gained rhetorical potency through centuries of development. Further, a cyclical process of radicalization has reinforced the climate of conflict in Ulster. Several conclusions relate to confrontational rhetoric. First, the creation of a rhetorical movement takes place when it confronts counter-rhetorical forces. Second, a successful strategy of confrontation depends upon tactics capable of building mass support. Third, the rhetorical management of a confrontational situation is dependent on the identification and the acceptance of a common ground by the parties involved. Fourth, rhetorical symbols enable leaders to rally and unify their movement. Fifth, for the genre of confrontational rhetoric, the nonverbal element of communication acts tends to contain the greater persuasive power.

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[1]Robert L. Scott and Donald K. Smith, "The Rhetoric of Confrontation," *Quarterly Journal of Speech* 55 (February 1969): 1-8.

IDENTIFYING ARGUMENTS IN THE RHETORICAL ACTIVITY OF PUBLIC HEALTH REGULATION Order No. DA8228855

AUYASH, STEWART, PH.D. *The Pennsylvania State University*, 1982. 191pp. Adviser: Gerald M. Phillips

Government regulations attempt to provide protection for the public's health by altering and influencing individual and group activities. Laws requiring the use of motorcycle helmets and regulations controlling industrial pollutants are examples of government intervention on behalf of the public's health. As public health regulations are considered, arguments are advanced which attempt to influence the regulatory process. In this study, two public health issues are selected in order to analyze the arguments advanced during the process of public health regulation. In the first issue, tuberculosis registration in New York City in the 1890's, the health department attempted to require all physicians to report cases of tuberculosis to a centralized registry. Most physicians argued against this regulation, while the health department argued that it would improve the public's health. The health department was eventually successful in adopting this regulation. The second issue, smoking in public places, occurred in the state of New Jersey during the late 1970's when the state's Public Health Council attempted to ban smoking in certain public places throughout the state. The Tobacco Institute and the state's restaurant owners argued against the regulation, while public interest groups and some private physicians argued in favor. The regulation was not approved, though many organizations and individuals are complying voluntarily.

The regulatory process involved in each of these issues was viewed as a rhetorical activity in which persuasion was attempted in order to reach a desired goal. A chronology of events and arguments was arranged for each issue, and arguments were categorized. This study found that although the arguments advanced were important in the regulatory process; other factors of influence, such as the nature of the perceived harm and the organization of the groups for and against the regulation, were also important and perhaps more influential.

These results were gathered and developed into a set of heuristic questions which can serve as a guide for effective advocacy of measures to protect the public's health.

TWENTIETH CENTURY PASTORAL: EPIDEICTIC DISCOURSE IN THE FOUNDING OF THE TENNESSEE VALLEY AUTHORITY Order No. DA8308230

BRADFORD, DAVID BENSON, PH.D. *Rensselaer Polytechnic Institute*, 1982. 336pp. Adviser: S. Michael Halloran

The aggregate of assumptions comprising the American concept of an ideal society might best be characterized as agrarian. These inchoate assumptions, centering upon the rural environment and the self-sufficient farmer as the setting and the protagonist of the ideal milieu, form the mythopoeic canon that constitutes the matrix informing the public knowledge and the *ethos* of the larger American community. The narrative formula common to the presentation of this mythology is the pastoral, one of the classical *kinds* of poetry that permits the interaction of fact and myth to the end of envisioning the utopian environment. The pastoral is a synthesis of aesthetic and political ideals characterized by its physical distance from the urban environment and by its assimilation of the more aesthetically attractive of cosmopolitan offerings into the persona of the shepherd.

The purpose of this study is to examine the use of the pastoral vision as a social metaphor for American domestic policy. The specific focus is the transcripts surrounding the founding of the Tennessee Valley Authority (TVA) in the early 1930s. Prefaced by examinations of the substance and origins of the American mythology, the nature of myth as a catalyst confounding social entropy, and the assumptions underlying contemporary agrarian tracts, this study seeks to found the thesis that the agrarian vision served as a template for political action which rendered TVA-related discourse more representative of epideictic than of deliberative discourse. It contends that the TVA Act, as a result of its mandate to revitalize the physical and social environment of the Tennessee Valley, tapped a vast rubric of cultural assumptions latent in the American vision of the ideal pastoral community and that the compelling narrative described in the pastoral formula served to circumvent a plethora of political and legal exigence in its embodiment of shared mores that were to serve as the basis for the

THE WILL, THE PEOPLE, AND THE LAW: A RHETORICAL BIOGRAPHY OF ROBERT M. LA FOLLETTE, SR. Order No. DA8225635

BURGCHARDT, CARL ROBERT, PH.D. *The University of Wisconsin - Madison*, 1982. 437pp. Supervisor: Associate Professor Stephen E. Lucas

This study attempts to gain insight into the life of Robert M. La Follette by analyzing his persuasive speeches and writings. It has two interrelated objectives: to describe the development over time of La Follette's political ideology, and to understand the processes by which his ideals were popularized in Wisconsin and the nation. The study is divided into seven chapters, each of which deals with a major chronological unit of La Follette's rhetoric.

Although the topics of La Follette's discourse differed in each chronological period, the essential values, techniques, and stylistic devices were remarkably constant over time. His early speeches--even one delivered in a college contest--strongly foreshadowed his mature political discourse. Whether the topic was tramps, oleomargarine, the political machine, the giant trust, or World War One, La Follette's rhetoric sought to expose an insidious villain who was undermining society. Once La Follette formalized his reform ideology in 1897, he delivered the same message for the rest of his life: the menace of organized monopoly must be stopped and representative government restored to the people.

Despite the many years he held public office, La Follette is perhaps best understood as an agitator. His rhetoric was ideally suited to a protracted battle for reform in which he had an entrenched enemy to assault. Once in office, La Follette continued to seek confrontation with powerful adversaries and to generate issues for extended campaigns. Both as governor of Wisconisn and as U.S. Senator he used political office as a platform for addressing the public. Rather than dealing directly with legislators in order to work out compromises, he appealed to the people to exert pressure on his colleagues.

La Follette's rhetoric was symptomatic of a zealous mind. La Follette typically talked in terms of moral principles rather than changing circumstances. Once he became convinced he was correct, his verdict became as absolute as the immutable laws of the universe. Since La Follette believed he was fighting against a ruthless, resourceful enemy, he called for constant vigilance and allowed no conciliation. In sum, La Follette thought of himself as a crusader against evil.

IN-HOUSE RHETORIC OF PRO-LIFE AND PRO-CHOICE SPECIAL INTEREST GROUPS IN MINNESOTA: MOTIVATION AND ALIENATION Order No. DA8308038

DOYLE, MARSHA VANDERFORD, PH.D. *University of Minnesota*, 1982. 398pp.

The focus of the study was the rhetoric produced by the abortion controversy in Minnesota. Given the sustained commitment and alienation characterizing the controversy, the critic examined in-house rhetoric designed to activate adherents on both sides of the controversy: the newsletters of the two major state abortion-related special interest groups. The rhetoric published between 1973 and 1980 was analyzed.

The study attempted to answer the following questions: How has in-house rhetoric encouraged a sense of intense concern in its audience? What strategies have been used to motivate audiences to take action? How has the rhetoric encouraged sustained motivation for an extended period of time? How did pro-life rhetoric more successfully encourage action and commitment than did pro-choice rhetoric? How has the rhetoric encouraged a sense of alienation between the two groups?

The critic used a Burkean framework to explore motivation and alienation in pro-life and pro-choice rhetoric. The dramatic situations which emerged from consistent language patterns were compared to Otis Walter's motivational situations as a means of understanding participant motivation and alienation.

Both pro-life and pro-choice rhetoric were found to reflect Walter's motivational patterns in treatment of abortion. The difficulty situation which emerged for the pro-life rhetoric represented abortion as a violation of many significant values. Pro-choice rhetoric represented the threat to legal abortion as a potential violation of more limited values. As such, the pro-life rhetoric was thought to affect greater concern by more people than did pro-choice rhetoric.

Both pro-choice and pro-life rhetoric reflected Walter's threat situations encouraging members to combat their opponents. Opponents were characterized as immoral, lawless, and illicitly powerful. Believers were characterized as moral, lawful, and legally powerful. Characterizations were thought to motivate by creating in readers a sense of urgency, righteousness, and power. Pro-life rhetorical patterns were more consistent and reinforcing of individual effort than were pro-choice patterns.

Alienation was perceived to be the result of characterization of the opponents as dishonest, lawless, and extreme. The rhetoric discouraged interaction between opponents by encouraging distrust and suspicion.

GILBERT HAVEN: JEREMIAD ABOLITIONIST PREACHER Order No. DA8301777

FLETCHER, THOMAS RICHARD, PH.D. *University of Oregon*, 1982. 321pp. Adviser: Dr. Charley A. Leistner

The purpose of this study is to examine the life of Gilbert Haven (1821-1880), a Jeremiad Abolitionist Preacher, and to discover his rhetorical significance. The data collected were published materials: biographic material on Gilbert Haven, books, dissertations, journals, articles, newspapers, and correspondence. Rhetorical themes were abstracted from historical background material, articles and sermons by Gilbert Haven, information on The Methodist Episcopal Church, books and articles on preaching, studies in classical rhetoric, and studies in communication.

Gilbert Haven's Jeremiad Abolitionist preaching grew out of a Puritan New England background and a methodist upbringing. His sermons were instructive; some moved people profoundly. Other communications produced severe negative reactions. Haven's preaching and writing output was voluminous, but he is not widely known today.

Gilbert Haven's main themes were: (1) New England Methodists were the leaven in the process of achieving God's practical kingdom on earth. (2) Abolition and amalgamation of the races were God's will. (3) The Methodist Episcopal Church would lead the nation and the world in a continuing revolution toward increased human rights.

Haven's preaching was logical, and he used analogies with supporting examples. His sermon organization was traditional. His style was mostly middle although sometimes it was elevated. Some sermons were lengthy; these sermons were more like lectures than exhortations. His epideictic sermons were his best; praise or blame was his forte. Gilbert Haven usually preached from a manuscript. His delivery improved during his preaching career as he became less dependent on the manuscript. Bishop Haven helped an affluent and powerful Methodist Episcopal Church to concentrate on the vital social issues of his day by insisting that Christian faith be made relevant to the downtrodden of America.

HOW MUCH SPEECH IS FREE? AN EXAMINATION OF SUPREME COURT PHILOSOPHIES REGARDING FREEDOM OF EXPRESSION Order No. DA8229266

GEISLER, DEBORAH MARIE, PH.D. *Southern Illinois University at Carbondale*, 1982. 184pp. Major Professor: Dr. Randall L. Bytwerk

Freedom of speech has been historically linked with a democratic society, with freedom of thought, and with libertarian ideals. The First Amendment of the Constitution of the United States sets forth a mandate that the United States Congress shall make "no law abridging freedom of speech." The United States Supreme Court has been labeled the guardian of freedom of expression, since that Court has final approval of those items of restrictive legislation which come to be reviewed in the Court.

The Supreme Court has been analyzed, dissected, and thoroughly examined by way of case studies; studies of speech type and limitation; and the feelings of individuals, both in the Court and in the general scholarly community, regarding First Amendment freedoms. This dissertation examines underlying ideological structures in an attempt to discuss the main philosophical stances which are taken by the Court in regard to freedom of speech and the Court doctrines which reflect those philosophical stances.

Three primary philosophical/ideological divisions emerge in the Supreme Court: absolutist libertarians, practical libertarians, and limited libertarians. Each of these philosophical stances in turn subsumes a characteristic Court doctrine: absolutist:preferred position doctrine; practical:clear and present danger doctrine; and limited:balancing doctrine.

The dissertation examines and analyzes the underlying value structures which accompany each of these stances in several regards: (1) the view of the power and scope of the First Amendment; (2) the need for or value of speech; (3) the perceptions on correct limitations of the free speech rights; and (4) the areas of speech freedoms in which the three philosophical stances are the most evident.

BACKBENCHER AGAINST WAR: A RHETORICAL ANALYSIS OF THE PARLIAMENTARY SPEAKING OF DAVID LLOYD GEORGE DURING THE BOER WAR Order No. DA8301064

GOULART, NANCY OWENS, PH.D. *Indiana University*, 1982. 360pp.

The study sought to discover and illuminate the rhetorical features that contributed to Lloyd George's rise to political prominence within the Liberal Party, through the analysis of his speeches made in the House of Commons against the Boer War. Eighteen speeches delivered by Lloyd George in the House of Commons in his campaign against the war in South Africa over its two-and-a-half year duration served as the basis for analysis.

The speeches were evaluated using criteria derived from traditional standards of rhetorical analysis. A chronological order was used to promote an understanding of the evolving constraints created by the war and Lloyd George's corresponding rhetorical responses. The speeches were evaluated for: (1) the rhetorical strategy Lloyd George employed; (2) the way in which those strategies shifted in response to the rhetorical constraints; (3) the assumptions made by Lloyd George about his audience, given the values he selected to serve as the premises of his arguments; (4) the evolving image he created for himself through his speeches; (5) the arguments he used to structure his credibility and appeals; (6) the stylistic elements that contributed to his image; and (7) the organizational structure that emerged in the individual addresses.

Four strategy phases were identified: Lloyd George's arguments emphasized, first, the origins of the war, followed successively by emphasis on the Colonial Secretary's pre-war negotiating failures, civilian policies in South Africa, and the problems of peace. Using both logical and emotional appeals, with a strong reliance on extensive and diverse supporting materials, Lloyd George argued from the values of honor, empire, compassion, and humanity. His frequent use of withheld propositions due to his largely hostile House of Commons audience offered increasingly less protection as the intensity of his stylistic choices contributed to an evolving image as a courageous but abrasive speaker. Consistently accurate in his predictions concerning the war, Lloyd George garnered admiration for the skill of his anti-war campaign yet failed to persuade the Conservative majority to vote with him on war issues.

AN AFROCENTRIC VIEW OF THE RHETORIC OF DICK GREGORY

Order No. DA8305337

HARRIS, ETHEL PATRICIA, PH.D. *The Ohio State University*, 1982. 254pp. Adviser: Professor John Makay

The purpose of this study is to expand the concept of language and explore the nature of Black oral communication through an Afrocentric analysis of the rhetoric of Dick Gregory, a man who achieved fame as a comedian more than a decade ago and graduated from the school of "street learning" where verbal skill is practiced and fostered. This study attempts to present an "inside view" of Gregory's rhetorical behavior as seen through Black eyes and interpreted according to Black norms. Such an assumption suggests the following as the major research question governing the study: How is Gregory Afrocentric in his rhetorical perspective and how does this philosophical concept relate to the use of Black language and rhetoric within the social context of the Black audience? In an effort to provide complete and cogent answers to this inquiry significant underlying questions relating to the major research question deal with Afrocentricity and how Gregory's rhetoric reflects this world view, his background, and the substance, function, style, techniques and delivery of his rhetoric.

A methodological approach which seeks to find a source of critical analysis in the cues of the speakers' culture is developed from Molefi Asante's "Metatheory for Black Communication" Asante's metatheory provides a framework for selecting a number of criteria of special relevance for understanding Black oral communication and for examining the speaking of Gregory within the context of a culturally sensitive Afrocentric perspective. An Afrocentric perspective suggests the existence of an African cultural system, juxta-position of African and American ways and the evolution of values derived from the African-American experience. This analysis therefore, potentially fosters an understanding of the uniqueness of Black communication as a form of expression, while also highlighting the distinctiveness of the creative output of an orator bound within an Afrocentric frame of mind.

CONTROVERSY OVER FREE EXPRESSION VIEWED AS SOCIAL DRAMA: A CASE STUDY OF LARRY FLYNT AND *HUSTLER* MAGAZINE

Order No. DA8304069

HILL, BILLY JOE, JR., PH.D. *The Florida State University*, 1982. 265pp. Major Professor: Wayne C. Minnick

This study examined the rhetoric of Larry Flynt and the content of his publication, *Hustler* magazine.

Flynt's rhetoric, analyzed from the dramatistic perspective suggested by Kenneth Burke, was found to feature two terms--purpose and agency. Flynt radicalized purpose and agency--an act which illustrates Burke's dramatistic approach to rhetoric. Flynt's rhetoric is divided into two stages, and certain rhetorical goals and strategies are suggested.

The content of *Hustler* magazine was analyzed. Seven content categories were analyzed from a sample drawn from each year--1974 to 1982. Results are reported for each category, and profiles of *Hustler* for each year are constructed. Three stages are discerned in the evolution of *Hustler*.

The present study concluded that the content of *Hustler*, particularly the infrequent use of black nude models and the frequent use of black stereotypes in cartoons produced unintended messages which contradicted *Hustler's* intended messages. Finally, the study suggested that Larry Flynt, through *Hustler*, has made an important contribution to the cause of free expression in America.

THE "GREAT DEBATE" OVER PANAMA: AN ANALYSIS OF CONTROVERSY OVER THE CARTER-TORRIJOS TREATIES OF 1977

Order No. DA8300678

HOGAN, JAMES MICHAEL, PH.D. *The University of Wisconsin - Madison*, 1983. 413pp. Supervisor: Associate Professor Stephen E. Lucas

This study examines domestic political debate over the Panama Canal from the turn of the century to the Senate's ratification of the Carter-Torrijos treaties in 1978. By analyzing the heritage of controversy over Panama and the campaigns for and against new treaties, the study reveals the intellectual and emotional bases of public opinion on the treaties and the factors behind the Senate's decision.

The origins of widespread public hostility toward "giving away" the Panama Canal are revealed in the rhetoric of Theodore Roosevelt and his allies and in a massive, national celebration of the canal-building project. The Panama Canal came to symbolize the nation's rise to international greatness and its power, ingenuity, and perseverance. Criticism of U.S. policy in Panama also had roots in the past--in decades of Panamanian complaints about the legality and morality of the 1903 treaty. But attempts by the architects of American foreign policy to appease Panamanians with revisions of U.S. policy during the Cold War met with vociferous domestic opposition.

The Carter administration's campaign to sell the treaties of 1977 lacked the persuasiveness needed to build a significant constituency for relinquishing the canal. Furthermore, New Right opponents of the pacts campaigned vigorously to solidify the canal's historical symbolism and to portray the waterway as vital to America's economic and military future. Eventually, public debate focused on America's rights of defense and transit under the Neutrality treaty--the pact governing the canal after the Panamanians assumed control in the year 2000. The administration failed to respond convincingly to charges that these rights were ambiguous.

Senate debate also focused on the Neutrality treaty's military provisions. In an effort to clarify these provisions and to gain public support for ratification, the Senate added the "leadership amendments" to the treaties. These amendments were a turning point in the Senate debate. In the end, previously uncommitted Senators voted in favor of ratification because they believed the amendments would protect American interests in Panama and had produced a shift in public opinion in favor of ratification. In retrospect, however, it is clear that the amendments did little to clarify American military rights in Panama or to assuage public hostility toward the treaties.

THE POLITICAL RHETORIC OF JOHN DICKINSON, 1764-1776

Order No. DA8229564

HYNES, SANDRA SARKELA, PH.D. *University of Massachusetts*, 1982. 313pp. Director: Professor Ronald F. Reid

This dissertation examines John Dickinson's political rhetoric from 1764 to 1776 in order to understand more fully and accurately his practice of moderation. Most who have written about Dickinson suggest that he was a moderate man. Too often, however, that observation has led to the assumption that Dickinson was, as a result, inactive, timid or indecisive. Further, Dickinson's life after 1768 is neglected by scholars, as is consideration of Dickinson's notions of political strategy.

In contrast, this research is based on three assumptions: (1) that John Dickinson was a very active man; (2) that the years after 1768 are critical to an understanding of Dickinson's character; and (3) that his views of political strategy are a key to understanding his seemingly paradoxical behavior. John Dickinson defended the need for moderation in all behavior, both personal and political. But he was not an uncommitted or passive moderate, and he was rarely indecisive. He was an active moderate.

An important conclusion to be drawn from this overview of Dickinson's rhetoric is that for Dickinson, rhetorical activity meant political activity. Verbal expression of political beliefs was a significant political act in itself. It was also part of his strategy for social change. Rhetoric gave the movement a common ground on which united mass support could be built. Further, petitions of protest legitimized the use of more coercive measures later. Thus, Dickinson's political rhetoric was an essential part of his practice of active moderation.

Finally, if we consider the content of Dickinson's rhetoric in light of his continued political success, we discover that Pennsylvania resistance was built on a great, moderate majority; not the Quaker "moderates," led by Joseph Galloway, but the "truly moderate" Presbyterians, mechanics, artisans, and progressive Quaker lawyers, led by John Dickinson and Charles Thomson.

THE RHETORIC OF WITNESSING AND HECKLING: A CASE STUDY IN ETHNORHETORIC

Order No. DA8302894

JACOBS, CURTIS SCOTT, PH.D. *University of Illinois at Urbana-Champaign*, 1982. 456pp. Adviser: David L. Swanson

This study examines a rhetorical event that occurs between preacher Jed Smock and his student audiences. The study illustrates an ethnorhetorical approach to rhetorical criticism. A naturalistic methodology is used to capture the nature of the rhetorical transactions *in situ* and of the perspectives which the participants themselves bring to bear in understanding and acting within the event. These perspectives offer their occupants radically different dramatic structurings of the event. Each perspective is reflexively organized within a system of interdependencies among the perspectives. The way in which occupants of different perspectives act toward and interpret the event works to preserve the sense of objectivity each occupant assigns to the drama he finds in the event. The result is that participants orchestrate their transactions by virtue of a fundamental relativity of meanings.

The properties of this event are general features of the genre called "confrontation rhetoric." The findings of this study considerably alter traditional understandings of confrontation rhetoric. Specifically, this study confirms the view that confrontation rhetoric is dominated by consummatory motives of a fundamentally moral nature and that confrontation rhetoric occurs where common ground between the parties is dissolved.

This rhetorical event is an anomaly for the theory and practice of rhetorical criticism. The method of textual inspection and the assumption of an objective meaning in the discourse fail here. The practice of content analysis and the assumption of a referential relation between rhetoric and rhetorical situation also fail. The presumed transparency for the critic of participant understandings and the assumption that a consensus of meaning is both a precondition and a natural end of rhetoric fail as well. The methods and assumptions of an ethnorhetorical approach are required to encompass the types of events discovered in this study.

A RHETORICAL ANALYSIS OF FOUR PARLIAMENTARY DEBATES ON WOMEN'S SUFFRAGE IN GREAT BRITAIN, 1870-1897

Order No. DA8228903

KAPLAN-TUCKEL, BARBARA, PH.D. *The Pennsylvania State University*, 1982. 227pp. Adviser: Lawrence W. Rosenfield

The purpose of this study was to discover what patterns in argument, if any, existed in four debates on women's suffrage legislation in the nineteenth-century British House of Commons.

The debates selected for analysis were: (1) Jacob Bright's Women's Disabilities Bill of 1870, (2) William Forsyth's Women's Disabilities Bill of 1875, (3) Sir Albert Rollit's Parliamentary Franchise (Extension to Women) Bill of 1892, and (4) F. Faithfull-Begg's Parliamentary Franchise (Extension to Women) Bill of 1897. On these four occasions women's suffrage legislation either came close to securing a second-reading debate or passed the second-reading stage of debate.

Stephen Toulmin's framework for analyzing argumentation in Western societies served as a tool for examining each speaker's discourse in each debate.

A consistent rhetorical pattern emerged in anti-suffrage arguments between 1870 and 1897. Speakers maintained that females occupied socio-political status that was fundamentally and naturally different from the status occupied by men. Anti-suffragist parliamentarians who spoke in these four debates argued that a divinely inspired duality is the basis for prescribing separate criteria for the roles and the qualities of two sorts of social groups. By linking the role of citizen to political traits associated with the male sex, anti-suffragists challenged the principle of taxation-equals-representation as a principle that logically guaranteed full citizenship even for propertied women.

There were few strong rhetorical patterns in suffragist argumentation across the four debates. One reason for this lack of coherence is that speakers tended to rely too heavily on lines of argument from established reform discourse in the invention of their arguments. Reform rhetoric contained an almost exclusive reliance on property ownership as the basis for judging electoral fitness. Commitment to this premise made it difficult for suffragists to understand that the qualities of women as persons had to be forthrightly defended as part of the long-term rhetorical strategy.

AGEISM AND POPULAR SONG: A RHETORICAL ANALYSIS OF AMERICAN POPULAR SONG LYRICS, 1964-1973

Order No. DA8301793

KELLEY, COLLEEN ELIZABETH, PH.D. *University of Oregon*, 1982. 265pp. Adviser: Charley A. Leistner

Seventy-six million people, nearly one-third of the current United States population, were born between 1946 and 1964. This same generation, now entering its late twenties and early thirties, will also become one of the largest aged groups in American history. This dissertation is a rhetorical analysis of popular American song lyrics from 1964 through 1973 in order to determine some perceptions of aging held by this generation in its youth. Through obtaining such information a view may be provided of how this generation anticipates its own aging.

This study considers popular song lyrics as generally reflective of American culture and lyrics from 1964 through 1973 as particularly reflective of the young Americans who created and listened to them. The methodology involves an interpretation of lyrics based on Ernest Bormann's fantasy theme framework. This approach allows a critic to describe community rhetorical dramas or fantasies that eventually chain out into a rhetorical vision or interpretation of reality. Thus a critic may examine the social reality contained in a rhetorical vision (of aging) constructed from a body of discourse (song lyrics) and explore relationships and motives presented therein as if they were the social reality for those participating in the vision.

The analysis reveals that between 1964 and 1973, many popular songs functioned rhetorically to reflect and, to a degree, create a reality of aging for the young people who wrote and listened to them. A primarily negative vision of aging emerges, indicating that the song rhetoric of this period generally mirrors ageism. Overall, this research reflects a somber vision, wherein old age is accepted as inevitable and anticipated with terror. If these perceptions carry though to middle and later life phases, the ageists of this century may well become the victims of their own prejudice as they become the aged of the next century.

THE INVENTIONAL NETWORK IN PRO-NORTH AGITATION IN BRITAIN, 1861-1862: AN EXPLORATION OF RHETORIC AND HISTORY

Order No. DA8310068

KOCH, STEPHEN CRAIG, PH.D. *The University of Iowa*, 1982. 299pp. Supervisor: Professor Bruce E. Gronbeck

The study of public address has been problematic largely because the relationship between the study of history and discourse is not clear. This dissertation is, by example and direct argument, a defense of the proposition that modes of rhetorical analysis exist independent of the traditional objectives of rhetorical criticism. Further, the author argues that the relationship between a body of discourse and the social-historical setting in which it occurs is an important object of study both for historians and rhetorical scholars.

In viewing the relationship between discourse and its social-historical setting as an object of study, this dissertation offers a rhetorical analysis as an assessment of the propositional and symbolic qualities of the rhetorical materials with which historians must deal. Furthermore, from the standpoint of rhetorical studies, the author maintains the existence of a rationale for the study of situational discourse which examines the social role of rhetorical artifacts.

To make his argument, the author explores the historiographic controversy surrounding the assessment of English public opinion toward the American Civil War. The study focuses specifically upon rhetorical intervention as it was influenced by a network of rhetors. The focus is conditioned by the selection of advocates within six categories of (1) government leaders, (2) mass media directors, (3) political leaders, (4) leaders of formal organizations (5) pressure group leaders, (6) influentials suggested by historian Lee Benson.

The author concludes that the characteristics of inventional networks in broad attempts to influence public opinion provide a more detailed method for the investigation of historical public opinion than has been available previously to rhetorical critics and historians.

EXECUTIVE-LEGISLATIVE RHETORIC REGARDING AMERICAN PARTICIPATION IN AN ASSOCIATION OF NATIONS, 1918-1920 AND 1935-1945 Order No. DA8305663

KOSBERG, ROBERTA LOUISE, PH.D. *The Pennsylvania State University*, 1982. 153pp. Adviser: Carroll C. Arnold

This study is an analysis and evaluation of Woodrow Wilson's persuasion on behalf of collective security and a comparison of his efforts with comparable efforts by Franklin D. Roosevelt.

In Wilson's rhetoric justifying American participation in the League of Nations, he emphasized altruism and American idealism and ignored national self-interest. In so doing, Wilson addressed a populace that was not yet educated on the relationship of the Atlantic community to America's security interests. Yet, it was on this basis that they must judge it necessary for the United States to cooperate with other nations to insure world peace.

Equally important, Wilson neglected to use the numerous communicative resources available to the Executive to generate popular discussion on security needs and to formulate an acceptable league program that would be consonant with debate-generated popular and legislative concerns. In the absence of administrative consultation and compromise, the Senate proceeded to create its own league policy, one in which reservations were essential features. This evolved policy, developed without administrative consultation to solve the major problems that senatorial and public debate had isolated, stood as an obstruction when Wilson sought unreserved ratification of the League of Nations Covenant.

On August 14, 1941, Franklin D. Roosevelt committed the United States diplomatically but generally to the "establishment of a wider and permanent system of general security." The present study shows that by astutely engineering his administration's persuasive resources, American membership in the United Nations was made a virtual certainty. In direct contrast to Wilson's practice, Roosevelt and his administration used nearly all available channels of communication and other resources for a period of nearly ten years. The objective was to persuade the American people that membership in an international association was both strategically necessary and desirable.

The primary conclusion of this study is that executive-legislative rhetoric of 1916-1920 could not have rendered the League of Nations popularly and legislatively acceptable whereas the comparable rhetoric of 1935-1945 was soundly conceived to assure endorsement of membership in the United Nations Organization.

THE ETHICS OF RHETORIC AND THE RHETORIC OF ETHICS IN THE ABORTION CONTROVERSY Order No. DA8301733

LAKE, RANDALL ALAN, PH.D. *University of Kansas*, 1982. 380pp.

The abortion controversy represents one of the most hotly contested, and seemingly intractable, issues confronting public policy-makers. Both anti-abortionists and repealists employ a variety of value-based arguments in attempts to promulgate their views.

This study examines the relationships between the fields of ethics and argumentation as these relationships are manifested in the abortion dispute. Chapter 1 explicates the traditional view of the ethics of argument. Chapter 2 identifies and illustrates the essential arguments advanced by both anti-abortionists and repealists. Chapter 3 analyzes the divergent "moral points of view" implicit within these arguments, in three areas: the nature of morality; the moral character of humans; and the nature of persuasion in the moral arena. Chapter 4 argues that the persuasive power of abortion rhetoric derives from its exploitation of the hortatory negative as a linguistic resource. Chapter 5 reconsiders the relationship between ethics and argument, emphasizing the role of rational consistency as an ethical yardstick.

The study is based principally on the transcripts of Congressional hearings on abortion. Other primary source materials include various books, journals, periodicals, and newspapers in the fields of rhetorical theory, ethics, argumentation, and the abortion question.

WOMEN'S SPEECH IN THE PENTECOSTAL RELIGIOUS SERVICE: AN ETHNOGRAPHY Order No. DA8308864

LAWLESS, ELAINE JANETTE, PH.D. *Indiana University*, 1982. 381pp.

Pentecostalism is an American-born charismatic religion, arising out of the enthusiastic plain-folk religion of the late 18th century, which manifested itself in camp meetings and year-long revivals. When revivalists began regularly to speak in tongues in 1906 and 1907 in both Kansas and Los Angeles, believers claimed to be part of a second occurrence of the New Testament Holy Ghost experience which occurred on the first day of Pentecost--hence, the denominational label "Pentecostal." From its inception, women have always dominated this religion in both attendance numbers and expressive fervor. This dissertation on women's speech in the Pentecostal church seeks to remedy the dearth of analyses of the most vocal and artistic verbal performers in the Pentecostal religious service with the exception of the Pentecostal preacher. Fieldwork in southern Indiana over five years time yielded over 100 hours of recorded services, verbatim transcripts of which were utilized in this study. Analysis of women's speech was predicated by the supposition that an understanding of the importance of the religion in the lives of its adherents could be ascertained by close attention to the expressive behaviors, both verbal and non-verbal, which occurred during the religious service. Based on a performance-centered approach to folkloristics and utilizing anthropological methodologies for an ethnography of speaking, analysis of communicative competence in the religious context revealed male/female role expectations and performance forums based on sexual differentiation. While Pentecostals claim theirs is an egalitarian religion, they, nevertheless, strictly enforce rules which establish and maintain the male dominance and female submissiveness of the Pentecostal community. While women are allowed to preach, they cannot perform in the same expressive manner of fundamentalist male preachers; however, analysis of Pentecostal services revealed that from non-threatening positions, such as from a pew, the women can deliver testimonies that are closely akin to charismatic sermons. Furthermore, during the delivery of these forceful testimonies, the

THE SYMBOLIC WORLD OF OBESITY: A STUDY OF THE RHETORICAL VISIONS OF OBESE WOMEN Order No. DA8301964

MADDEN, MARY JANE, PH.D. *University of Minnesota*, 1982. 174pp.

The purpose of the study was to investigate how communication messages influence the worlds of obese women. It: (1) Describes the major dramatistic themes and fantasies obese women use to describe themselves and others. (2) Describes the different personality types of obese women as determined by their participation in common fantasies about obesity. (3) Examines to what extent the reliability and stability of the personality types are established by using Q-methodology. (4) Explores how a communication perspective using symbolic convergence theory is useful in the treatment of obesity.

The methodology combined a series of focus group interviews with rhetorical analysis and Q-methodology. This provided a way to describe the motives, emotions, and health behaviors of obese women. Bormann's (1972) symbolic convergence theory, a basis for the study, provided a way to systematically describe the spread of messages throughout groups.

A Q-deck developed from data collected in focus group interviews reflected three rhetorical visions of Revulsion, Insulation, and Survival. Sixty-four obese and formerly obese women divided into two identical samples sorted the Q-deck. The data generalized from the Q-sorts, when factor analyzed, resulted in types or clusters of women who viewed obesity in a similar way. Types from each of the two samples were correlated and resulted in five Composite Types. The Composite Types were formed on the basis of women's participation in common fantasies.

Findings suggest three visions or ways subjects view their worlds. They overwhelmingly participated in a primary vision of Revulsion and secondarily in visions of Insulation and Survival. In all instances subjects participated in multiple visions simultaneously. The pattern for formerly obese women suggests a difference in their rhetorical worlds and that of those presently obese.

Implications of the research are for planning rhetorical messages, for norm setting in small groups, and for designing weight loss programs. The study presents an obesity intervention model which applies the findings to weight loss treatment.

EVANGELICAL SOCIAL CONCERN: A CASE STUDY IN THE RHETORIC OF LEGITIMIZATION Order No. DA8310845

MATHISEN, GERALD STEPHEN, PH.D. *Purdue University*, 1982. 171pp. Major Professor: Charles J. Stewart

The subject of legitimization has been addressed by theorists in several disciplines. Sociologists, political scientists and social psychologists have noted the importance that legitimacy holds for social and political systems which are perceived as legal or normative. Philosophically, it has been argued that any belief system or philosophy also must be legitimized in order to be effective.

The study of rhetorical genres provides an opportunity to explore the concept of legitimization as it pertains to the field of rhetoric in general. A rhetorical genre involves a pattern of rhetorical practice. The rhetor who chooses not to conform to that pattern may have to justify or legitimize his deviance from it in order to have his message deemed appropriate.

One such rhetorical pattern involves evangelical Christians and their response to social problems. The rhetorical tradition for the first half of this century was one of non-involvement in which evangelicals either spoke out against involving themselves with social reform or avoided the issue. But particularly since the late 1940's, many evangelical Christians have expressed their dissatisfaction with this tradition. Led in the early stages by men such as Carl Henry and more recently by younger spokespersons inspired by the civil rights movement and the Vietnam War, evangelicalism has been characterized in recent years by an increased sensitivity to social problems.

The purpose of this study was to analyze how these socially-concerned evangelicals argued their cause, and, more specifically, how they have sought to legitimize their involvement in social concern, given evangelicalism's rhetorical tradition of non-involvement. An adaptation of Stephen Toulmin's approach to argument was the methodological tool employed in examining forty-two periodical articles authored by thirteen evangelicals.

The analysis of claims, evidence and warrants appearing in the articles revealed a number of generic characteristics. The authors displayed deviance in departing from the rhetorical tradition, rationalization in the careful statement of their arguments, cautiousness in their approach to the rhetorical tradition, simplicity in the structuring of their arguments, and realism in their assessment of and response to the rhetorical situation.

ANTISTROPHIC ARTS: RHETORIC AND DIALECTIC IN ANCIENT AND MODERN CONTEXTS Order No. DA8229961

QUANDAHL, ELLEN MARIE, PH.D. *The University of Iowa*, 1982. 240pp. Supervisor: Professor Richard Lloyd-Jones

The double purpose of these essays is to examine the rhetoric and dialectic of Plato and Aristotle in sufficient depth to add to knowledge of the history of rhetoric and to bring that knowledge into current discussions in the discipline of composition. The first essay traces Plato's dialectic from its beginnings through the *Sophist*, focusing on dialectic as the pursuit of truth in discourse, and on the rhetorical element embedded in dialectic, the contextual study of language. The second essay discusses the ways in which Aristotle changed and developed dialectical reasoning in the *Topics*, and the third is a reading of Aristotle's *Rhetoric*, emphasizing principles tacitly at work in Plato's dialogues and reasoning and style. The three chapters draw attention to concerns that are persistent in all of these texts: dialectic always involves exploring and clarifying terms and concepts; the dialectician knows that concepts are only understandable in relation to one another and that the syntax of language makes it possible to explain those relations. Dialectic is concerned, too, with conceptual hierarchies or levels of abstraction, and recognizes predication as the organizing force in discourse. Dialectic and rhetoric are always tied to particular subjects, audiences and contexts, and have as their subject matter human, contingent issues. The rhetorician is concerned with the relations among terms in statements and also with the ethos, pathos and style of those statements. These principles have counterparts in contemporary rhetorical theory, and all of them have implications for the pedagogy of composition. The last essay looks at issues common to ancient and modern rhetoric, and outlines a course in composing that integrates Aristotelian and modern principles. The course is based on inquiry and exploration, as dialectic was, and also uses James Britton's theory of expressive discourse, and guidelines for assignments as they have been developed by the school of Theodore Baird. Students explore new and familiar concepts in writing, using Aristotle's topics and patterns of inference and style.

JOHN WESLEY AND JOHN FLETCHER ON ENTIRE SANCTIFICATION: A METAPHORIC CLUSTER ANALYSIS Order No. DA8227494

NEFF, BLAKE J., PH.D. *Bowling Green State University*, 1982. 110pp.

The intent of this investigation was to compare the positions of John Wesley and John Fletcher on the doctrine of entire sanctification. The two early Methodist leaders have long been considered of one mind on the subject. This research challenged that position.

The methodology employed was the metaphoric cluster analysis, which attempts to unlock the intent of the speaker by clustering the metaphors. In this investigation the metaphors used to describe entire sanctification were clustered.

First clusters were discovered for Wesley which were termed: the light cluster, the life-span cluster, the purification cluster, the affiliation cluster, and the freedom cluster.

The clustering of Fletcher metaphors revealed five clusters called: the life-death cluster, the Canaan cluster, the fire and light cluster, the baptism cluster, and the battle cluster.

Analysis of these clusters revealed that while Wesley and Fletcher were in fundamental agreement on the doctrine of entire sanctification, there were three distinct differences in emphasis: (1) Fletcher shifted the emphasis of the divine in the doctrine from the second to the third person of the trinity. (2) Wesley saw sanctification as a sin prevention state of grace. Fletcher emphasized on the other hand the sin eradication aspects of sanctification. (3) Wesley served as an interpreter of the doctrine, while Fletcher's interests lay more in the application of the doctrine.

THE SOUTHERN EDUCATIONAL ORATORY OF WILLIAM PRESTON JOHNSTON, 1880-1899 Order No. DA8229513

RICHARD, DINAH DANIEL, PH.D. *The Louisiana State University and Agricultural and Mechanical Col.*, 1982. 240pp. Supervisor: Professor Harold Mixon

This dissertation analyzes eight ceremonial speeches delivered between 1880 and 1899 by William Preston Johnston, Southern educational leader. Emphasis is placed on the contexts in which he spoke, the strategy he employed, the various forms of support he used to amplify his messages, and the degree of his effectiveness.

Realizing that the South needed to implement universal education, Johnston helped to launch the early educational awakening in his region. Speaking on behalf of the movement, Johnston displayed certain features. First, he demonstrated a "rhetoric of optimism," stressing the New South creed. Second, he employed a strategy for prompting change, beginning with the arousal of educators, followed by the involvement of the general public, finally producing a groundswell of indignation which initiated legislative reform. Third, when verbalizing his strategy, he applied Whately's rhetorical principles and the "think-the-thought" approach to delivery. Fourth, though supporting education for all races, he believed in white supremacy and racial separation. Perceived as a man of good character, he exuded trustworthiness, which influenced public opinion and produced beneficial changes in the South's educational status during the late nineteenth century.

THE RHETORIC OF FILM: A SEMIOTIC APPROACH TO CRITICISM WITH A CASE STUDY OF STANLEY KUBRICK'S *2001: A SPACE ODYSSEY* Order No. DA8300340

SCHAEFERMEYER, MARK JEFFERY, PH.D. *The Ohio State University*, 1982. 257pp. Adviser: Professor William R. Brown

This study is based on the argument that rhetorical critics of film should devote attention to (1) discovering the basic rhetorical-semiotic properties of film by (2) relying on film theory and (3) analyzing those specific elements indigenous to the cinematic art form.

First, a review of literature is undertaken to ascertain current methods and approaches used within the field of rhetorical criticism for analyzing the filmic art form. Based on this review, it is concluded that critics are failing to account for the film-as-film. Rather, current methods seem to rely on psychological, sociological, or historical models while utilizing elements of plot, theme, and/or characterization to arrive at their conclusions.

As such, a method is outlined, devised from the semiotic theory of Charles Morris, in order to discover how filmic form relates to viewer understanding. The approach enables the critic of film to: (1) classify iconic and conventional filmic signs as to semiotic mode of signifying and (2) understand how such signs are ordered/structured to allow the viewer to recognize what a film says and "means."

In turn, a shot-by-shot analysis of Stanley Kubrick's *2001: A Space Odyssey* is undertaken to illustrate the application of this approach as well as to establish the possible efficacy of its use as a critical tool.

Among the findings of this study, it is concluded that a film inevitably leads its viewers toward apprehending the film as a whole. Such guidance is accomplished via the organization of shots and transitions which operate as signs to evoke informative, valuative, and incitive responses from the viewers.

A RHETORICAL STUDY OF EDITORIALS IN WISCONSIN NEWSPAPERS DURING THE ANTI-GERMAN MOVEMENT, 1916-1918 Order No. DA8306507

SCHEDEL, JOHN RICHARD, PH.D. *The University of Nebraska - Lincoln*, 1982. 405pp. Adviser: Dr. Dennis R. Bormann

The de-ethnicization committed by governmental and quasi-governmental agencies, the media, and by private individuals on manifestations of German ethnicity and culture in the United States during the First World War has been a continuing subject for study by historians and rhetoricians who would try to explain it. This study reviews the historical and rhetorical record of involved in the anti-German movement in Wisconsin during the time when the "Campaign for Americanism" was at its height. This study was designed to illuminate the rhetorical workings of the period by analyzing the ethnoreligious references and positions taken by nine of Wisconsin's newspapers.

The analytic perspective of this study combines the psychological theories of Julian Jaynes, the anthropological theories of Bronislaw Malinowski, and the rhetorical theories of Kenneth Burke and Jacqueline de Romilly. The resultant study posits the importance of a "magico-mythical" functioning in the rhetoric which is based on the workings of a residual "bicameral mind." This theory posits that the right brain, with its manifest functions of synthetic formulary and global processing of information and of the processing of affective stimuli and its residual function of motivating and authorizing "bicamerality," is largely responsible for the workings of mytho-poesis in language and the effectiveness of myths, ideologies, and rhetorical forms, in society. A significant variance of "bicamerality" was noted in the study's sampling of newspaper editorials.

"Political myths," which were largely the products of Wilson and his administration, caught up much of American society in a magico-rhetorical "war of the gods." These contrived combinations of society's "sacred myths" and "ideologies" led to much social dislocation and human suffering during the period under study. Similar "political myths" work their "magic," today.

AN EXAMINATION OF THE CONCEPT AND USE OF ARTISTIC PROOFS IN ALEXANDER CAMPBELL'S EVANGELISTIC SPEAKING Order No. DA8304369

SMITH, BRUCE LYNN, PH.D. *Ohio University*, 1982. 256pp. Director of Dissertation: Dr. Paul H. Boase

Alexander Campbell, leader of nineteenth-century Disciples of Christ, was a noted reformer and speaker. However, as an evangelist, Campbell has been largely ignored. This study attempts to identify his concept and use of rhetorical proofs and to explain how Campbell, preaching a rationalistic Gospel, achieved evangelistic success on the emotionally-turbulent American frontier. Since none of Campbell's evangelistic sermons remain, it is necessary to develop his rhetorical theory from his major theological statement, *The Christian System*.

Locating Campbell's rhetorical theory involved constructing the components of a rhetorical encounter and then using these components to examine his theology. The components are: the speaker's concept of audience, his goal, his message, and his role in a rhetorical encounter. Utilizing these components, a speaker is able to generate rhetorical strategies and invent proofs of persuading an audience. When applied to Campbell's theology, these components revealed his general rhetorical theory. After applying traditional definitions of *logos*, *ethos*, and *pathos* to Campbell's perception of a rhetorical encounter, his concept of rhetorical proofs emerged.

The conclusions of this study are: (1) Campbell's free-will theology permits the use of rhetoric; (2) his rhetorical theory derives from his theology; (3) by using Lockean epistemology, Campbell fashions a logical argument for believing the Gospel. This argument is based on the probability of man's physical senses accurately perceiving his environment. Knowledge comes through the sensate perception of a fact, while belief is trusting the testimony of witnesses' sense-perception of a fact. The evidence for the Gospel is the testimony of the Apostles, which, when proclaimed, can result in an audience's belief of the Gospel. This argument operated on a rhetorical construct Campbell developed from his definition of faith as "belief in testimony." If the Apostles' senses can be trusted to accurately perceive the facts about Christ and their testimony to Him can be demonstrated as credible, then the Gospel can be believed. All that Campbell needs to do in his preaching is to state, prove, and illustrate the Gospel facts; (4) The simplicity of Campbell's construct for belief makes faith available to every objective hearer of the Gospel, and this appealed to the common sense of his frontier audience.

THE STATES' RIGHTS SPEAKING OF ORAN MILO ROBERTS 1850-1861: A STUDY IN AGITATIONAL RHETORIC Order No. DA8229518

TOBIAS, DONNA R., PH.D. *The Louisiana State University and Agricultural and Mechanical Col.*, 1982. 290pp. Supervisor: Professor Harold Mixon

As a spokesman for the Texas states' rights-secession movement, Oran Milo Roberts followed the overriding philosophy of the compact theory of states. His unswerving belief in this principle led him to become the president of the Texas Secession Convention and the axis around which secession revolved in Texas.

Through a detailed analysis of Roberts' rhetorical acts from the beginning of the secession movement in 1850 to the secession of the state in 1861, this case study attempts to identify and evaluate the agitational strategies which Roberts utilized. The situation, strategies, and effects of Roberts' speaking and activities are examined in four conflicts: the Texas-New Mexico boundary dispute in 1850, the campaign against the Know-Nothing Party in 1855, the campaign for secession in 1860, and the Texas Secession Convention in 1861.

The analysis reveals that Roberts used nine agitational strategies to achieve his rhetorical goals. These nine strategies constitute the analytical framework for the study. The strategies are: petition, the solicitation of the establishment; promulgation, the publication of the agitator's message; solidification, the unification and reinforcement of the agitator's group; polarization, the division of the enemies from the friends in order to force a conscious choice; escalation/confrontation, the deliberate harrassment of the establishment designed to goad them into violent confrontation; objectification, the placement of blame on a particular group; mythication, the emotionalization or romanticization of the agitator's cause; legitimation, the justification of the agitator's actions; and image building, the establishment of the rhetor's credibility. Because he was a lawyer and a judge, Roberts used the strategy of legitimation most frequently. He was a master of constitutional legitimation.

Roberts' rhetorical strategies brought about five major results. First, he helped to keep the states' rights Democrats in power. Secondly, he justified secession to the Texans. Thirdly, he unified Texans into an activist group and convinced them to join the Confederate Union. Fourthly, he helped to ruin Sam Houston politically. Finally, he built an image of a wise and selfless leader of the state.

"I AIN'T MARCHIN' ANYMORE": THE RHETORICAL POTENTIAL OF ANTI-WAR SONG LYRICS DURING THE VIETNAM CONFLICT FOR THE "NEW LEFT"

Order No. DA8228949

TURNER, DONALD WAYNE, PH.D. *The Pennsylvania State University*, 1982. 334pp. Adviser: Richard B. Gregg

This study examined the rhetorical potential of anti-war song lyrics produced during the Vietnam War for the New Left. A set of methodological questions were developed and applied to written literature produced by the New Left and commentary written about this movement to reveal the New Left's major ideological premises and supporting illustrations. These same questions were then applied to a sample of one hundred and twenty anti-war song lyrics produced during the Vietnam War. This method allowed for a comparison of the New Left ideology and the elements of ideology contained in the song lyrics to determine if there was any relationship between the data sets.

Information obtained from song lyrics was juxtaposed with the New Left ideology to find points of congruence in explicitly revealed content. Where there was correspondence, the song lyrics were analyzed for their potential to sharpen perception, heighten emotion, and redefine perception and experience.

This study concluded that the anti-war song lyrics produced during the Vietnam War did have rhetorical potential for the New Left participants. The song lyrics were found to be thoroughly ideological in nature, corresponding not only to the New Left ideology, but also to the New Left's style of thinking and use of language. Moreover, the song lyrics were found to possess the potential to sharpen a listener's perception of people, events, and places; heighten a listener's value related emotions, and redefine a listener's perception of people and behavior. Through these rhetorical maneuvers in song lyric the New Left ideology was both propounded to, and rendered concrete for, the New Left ideologues.

ELIZABETH CADY STANTON'S REFORM RHETORIC 1848-1854: A PERELMAN ANALYSIS OF PRACTICAL REASONING

Order No. DA8300373

WAGGENSPACK, BETH MARIE, PH.D. *The Ohio State University*, 1982. 186pp. Adviser: Professor Goodwin F. Berquist

This study examined several selections of Elizabeth Cady Stanton's reform rhetoric from 1848-1854 in an attempt to elicit and evaluate the form and method utilized by the rhetor in her attempts at practical reasoning. Chaim Perelman's theories as presented in *The New Rhetoric* provided the methodology; it contains a detailed treatment of argumentative techniques aimed at gaining or intensifying the adherence of an audience to a particular thesis. The reform rhetoric consisted of the Seneca Falls Declaration of Sentiments and Resolutions, three letters written to various women's rights conventions, and her first speech at Seneca Falls as well as the address to the New York State Legislature in 1854. It was found that Cady Stanton's attempts to establish presence of her ideas were successful; however, she damaged the communion in several cases by forwarding a choice which was perhaps ahead of her time. Cady Stanton created a clear pattern of argumentation by utilizing both dissociative and associative techniques, and this body of arguments constitutes the germ of the case for the women's rights movement of which Cady Stanton is an acknowledged founder.

In addition, it was concluded that the strengths of Perelman as a methodology lie in the detailed treatments of argumentative techniques having their base in the audience, which centers argument in the dimension of the reasonable. The central flaw is the ambiguity over what constitutes the universal audience.

Cady Stanton's central aim was to alter societal attitudes toward women, and to do this, she had to utilize persuasive strategies which were practical and nonformal rather than lofty and formal. Her dedication in argument lay in feminist individualism; coeducation, marriage reform, suffrage, and changes in conception about inherent abilities shared her concerns. She was a prolific writer who gave birth to timeless arguments, an advocate who originated a movement still active today, and a remarkable individual whose power of personality and ideas challenged accepted custom.

THE *RHETORIC* OF LOMONOSOV: THE INTRODUCTION AND ASSIMILATION OF MODERN EUROPEAN COMMUNICATIVE MODELS IN RUSSIA

Order No. DA8300700

WEATHERSTON, ROY STEWART, PH.D. *University of California, Berkeley*, 1982. 270pp.

The thesis provides a rhetorical explanation for Lomonosov's success in founding modern Russian letters. The argument presents an analysis of the *Kratkoe rukovodstvo k krasnorečiju* and defines the manner in which Lomonosov assimilated and transformed received approaches to composition from widely divergent sources into a pragmatic system that was able to overcome the absence of an existing national tradition germane to modern European concerns.

The dissertation opens with a brief general consideration of the intellectual aspects of historical rhetorics, the state of Russian letters in the first half of the eighteenth century, and Lomonosov's biography. The *Rhetoric* is then compared and contrasted to receive rhetorical theories in order to determine how the various additions and lacunae in the Lomonosov text reflect a specific intention vis-à-vis his audience. Lomonosov devotes minimal attention to problems of style in favor of consistency of content and logical organization. While invention is emphasized, notions of probability and discovery of truths are excluded in favor of epideictic amplification of pre-established positions, which is to be expected in situations of political absolutism. The influence of Ramism on Lomonosov's approach to practical pedagogy is noted.

The intellectual and epistemological assumptions that underlie Lomonosov's approach to discourse are abstracted from the text, and his retention of the obsolete notion of the topics is accounted for on the basis of an adaptation of the *loci communes* to an eclectic and pragmatic application of German and French rationalism and principles of empirical scientific investigation. The topics to Lomonosov represent the universal categories by which the mind of each individual conceptualizes the world. As such, the topics guarantee the composer of discourse the thematic unity and consistency of content that had eluded Russian writers of the Petrine era. The system of invention premises a Leibnizian understanding of experience which Lomonosov relates to the Port-Royal conception of universal and rational grammar. Because of the prevalence given to universal psychological principles in composition, Lomonosov's rhetorical theory is in fact classical rather than baroque. . . . (Author's abstract exceeds stipulated maximum length. Discontinued here with permission of author.) UMI

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